

## **City Improvements - Protecting Your Investment**

Author: Rocklin City Manager Carlos Urrutia

Business owners and working professionals understand the value of return on investment. Taxpayers deserve to know that the money they invest in our City delivers a substantial return. The City of Rocklin, understands this concept and applies it every day to beautify, protect and enhance the community for residents and businesses alike. We recognize the importance of a strong and vibrant business community and are working to ensure that the City's business climate is as great the local businesses themselves.

I'd like to share a few of the key projects the City is undertaking that represent a prudent investment by the City to support our local economy.

First, along Pacific Street, from Sunset to the Roseville City Limits, we are investing in various improvements to the City's commercial corridor. The street is being widened to four lanes, landscape medians are being installed and the traffic signal at the intersection of Sunset and Pacific streets is being upgraded. All of these improvements were carefully designed by City staff and incorporated the input from local merchants. As one can imagine with an effort of this magnitude, we were unable to accommodate every request, but the end result reflects public priorities and enhances our businesses ability to succeed.

Similarly, transportation enhancements are planned for the Granite Drive business corridor from Sierra Meadows to Dominguez Road. This includes resurfacing the street and installing landscaped medians. The project will go before the City Council in May with construction expected to begin this summer. This necessary investment in what is becoming one of the City's most important business areas is funded through redevelopment funds as well as unused assessment district funds.

The continued enhancement of Pacific Street, which is vital to future economic development, is also a priority. It is also being widened to four lanes with landscaped medians from Midas Street to Sierra Meadows. The approval process begins in early summer when this project goes before the City Council for review with the expectation of construction beginning in late summer.

Not all of our improvement projects are related to roads. The train station at Bush Street and Rocklin Road is currently under construction and is expected to be completed within the next two months. Improvements to this project include a new parking lot, beautification of Bush Street and a depot building which is being redesigned and is expected to go out to bid later this summer. This train station not only allows commuters another alternative to driving, but also contributes to the redevelopment of the City's historic area.

Entrepreneurs believe in Rocklin and the City appreciates the importance of a strong tax base and good jobs. Residents benefit not only from the highest caliber goods and services, but support vital City services when they keep their tax dollars local. Ultimately, when we invest wisely to support economic development, everybody wins.